



Manager - Customer Retention Analytics

Bangalore

Are You Wired To Fit?

- Own Unpaid channel targets with team and increase retention & revenue by drawing patterns basis consumers' browsing and transactional history
- Understand different customer cohorts (new vs. repeat, broken down by channels they come, locations, offers vs. non-offers, categories they buy etc.) and how do they behave in different platforms (especially App)
- Work on creating and updating Customer Segments, defining core customer behavior and key metrics for tracking & improving from Retention team's perspective
- Identify hypothesis and create actionable in form of rules like by making use of customer behavior, Cohort understanding
- Create a clear customer intervention plan post testing and validating/in-validating various hypotheses. Constantly test & evolve the customer intervention or customer lifecycle management plan
- Deep-dive analysis to understand App install base and the quality at the acquisition source level leading to improvement in Cost per Install. Detailed analysis on Uninstall to drive lower uninstall month on month
- Ability and willingness to step up & work with digital marketing teams to drive app download, retention campaigns

What'll Push-Up Your Chances?

- Candidates from Tier-1 Engineering Institutes with customer retention, loyalty, App analytics background, data science may apply.
- You will be tech savvy, commercial with a strong understanding of the online space.
- Good knowledge of SQL, R, Excel Intermediate & Advance, Segmentation & clustering techniques, Regression & Multivariate analysis
- You will be keen to learn, highly creative and unique in your approach to implementing strategies
- Experience working in a fast growing, ambiguous and constantly changing environment
- Ability to set a vision and proven experience of execution.
- You are willing to roll up your sleeves and get your hands dirty